

FILE
April 24, 1961

fashion calendar 1961

21st YEAR • A WEEKLY PUBLICATION

JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, April 21, 1961</u>			
April 21	OHRBACH'S RELEASE DATE--Fashions made in Hawaii for Ohrbach's (No Show).		
Friday April 21	SKI FASHIONS FOR 1962	ULLA	1384 BROADWAY SHOWROOM - 18TH FLOOR
	Premiere of Ulla's ski and apres ski fashions, designed by Vicki Cooper. Thereafter, by appointment. Contact: Ceil Maurer, BR. 9-9076.		

WEEK BEGINNING SUNDAY, APRIL 23, 1961

Sunday April 23 1:00 P.M. Brunch	SPRING-SUMMER FASHIONS DURING BRUNCH Spring and Summer collection by Rudolf, available at Saks Fifth Avenue. Shoes--Fiorentina. Coiffures--Tony Migliaro. Reservations--\$4.00; contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	RUDOLF GOWNS (530 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM
April 24	A & S RELEASE DATE--George Maurer Bridal Fashions. (Show April 19.)		
Monday April 24 4:30 P.M.	PRESS PREVIEW: 1961 SKI TRADE SHOW Ski equipment and fashions. Contact: C. Brent Kansler, PL. 3-2556.	SKI INDUSTRIES AMERICA (444 MADISON)	N.Y. TRADE SHOW BLDG. 500 EIGHTH AVENUE
Monday April 24- April 25	SKI FASHIONS AT TRADE SHOW White Stag ski fashions at 10:00, 2:00 and 4:00 at Ski Trade Show, Room 602. Publicity: Shirlee Gibbons at White Stag, BR. 9-1972.	WHITE STAG MFG. CORP.	N.Y. TRADE SHOW BLDG. 500 EIGHTH AVENUE
Beginning Monday April 24	BACK-TO-SCHOOL FASHIONS AND PANTS Continuous daily; also stretch pants. Contact: WI. 7-6700.	MR. THOMSON	1410 BROADWAY SHOWROOM - 22ND FLOOR
Tuesday April 25 11:00 A.M.	PRESS PREVIEW OF FALL SHOES Press preview of I. Miller's Fall shoe collection. By invitation. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7874.	I. MILLER & CO.	717 FIFTH AVENUE SHOWROOM - 18TH FLOOR
April 25	SAKS FIFTH AVENUE RELEASE DATE--Anne Fogarty Summer Fashions (No Show).		
April 26	GIMBELS' RELEASE DATE--Summer beachwear fashions.		
Wednesday April 26 4:00 P.M. Cocktails	PREMIERE OF TANNEL PETITE MISSES KNITWEAR Preview of Ginsburg & Abelson's new division of Tannel, petite misses knit dresses. By invitation. Contact: CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	STORK CLUB 3 EAST 53RD STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday April 26	FALL OPENINGS IN CALIFORNIA April 26: Stanley Nelson. April 27: Benjamin-Hubert; Marion McCoy; Jean of California; Le Maire. April 28: Fashion West; Tabak; Adele; Janor. April 30: Maxwell Shieff; Yvonne; Jewel; Helga. May 1: Edith Small; Don Loper; Majorie Michael; Bettina; Marusia; Howard Greer-Bruce MacIntosh; Cahill; Irene; Helen Rose; Adele; Paul Apostle; John Roberts; Ted Small. May 2: Peggy Hunt; Nadler; Charles Cooper; Travilla; Ernest Newman; Werle; Georgia Bullock. May 3: Elis Porter; H. Charles; Pat Premo; Louis Margliano; Andre D'Aulan; Paul Whitney; Dorothy O'Hara; Bud Kilpatrick. May 4: Lee Herman; Syano; Miss Cindy; Mr. Blackwell. May 5: Fashion Group; Sir James; Georgette Trilere. Contact: Barbara L. Trister, 819 Santee Street, Los Angeles.	LOS ANGELES FASHION GUILD	LOS ANGELES CALIFORNIA
Thursday April 27 12:30 P.M. Luncheon	CUSTOM ORIGINALS AND READY-TO-WEAR Custom originals and ready-to-wear fashions. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Commen- tator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ELIZABETH LAWRENCE (17 WEST 57TH STREET)	HOTEL PLAZA PERSIAN ROOM
Friday April 28 8:30 P.M.	THIRD ANNUAL EMBASSY BALL Price--\$75.00 per person. Contact: Miss Vine Phoenix at Embassy Foundation, PL. 7-8187. Publicity: Rasponi Assoc., TE. 8-8171.	EMBASSY FOUNDATION (171 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
Sunday April 30 1:00 P.M. Brunch	SUMMER FASHIONS DURING BRUNCH Herbert Sondheim's Summer fashions, designed by Sara Ripault. Hats-- John Frederics. Shoes--Fiorentina. Coiffures--Tony Migliaro. Reser- vations--\$4.00; contact: "Mr. Jerome," CI. 6-7700. Fashion Show Direc- tor: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	HERBERT SONDHEIM, INC. (530 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Tuesday May 2 8:30 A.M. Breakfast	"BONDA KNIT" - CLINIC AND FASHION SHOW "Hitch Your Fashion Star To Abaco's Bonda Knit Orbit"--fashion show and progress report on laminated knits in men's, women's and children's apparel. Show at 9:00 A.M. For press, retail buyers and merchandisers. By invitation. Contact: Polly Guerin, LO. 4-9550.	ABACO FABRICS, INC. (450 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday May 2 9:00 A.M. And 5:00 P.M.	DESIGNER SERVICE COLLECTION OF CRESLAN "Creslan Creates"--collection of original fashions in new fabrics and yarns made with Creslan acrylic fibers in America, France, Italy, Swit- zerland, designed by Maurice Levin for the Designer Service of American Cyanamid. Showings: 9:45 A.M. and 5:00 P.M. By invitation. Publicity: Carolyn Cross at Sally Dickson, PL. 3-7385.	AMERICAN CYANAMID CO. FIBERS DIVISION	HOTEL PIERRE ROOF GARDEN
Tuesday May 2 9:45 A.M. Coffee	PRESS PREVIEW: FASHIONS FOR THE FULLER FIGURE Lane Bryant will present their Summer collection of fashions for the fuller figure. By invitation. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 2 10:30 A.M.	PREVIEW OF FALL SUIT COLLECTION Showings at 10:30 A.M., May 2, 23, June 6, 13, 20. By reservation. Contact: Norma Rousseau, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 2 2:15 P.M.	CALIFORNIA SHOWING: FALL-WINTER COLLECTION Fall-Winter collection, introducing the William Sarris dress group. By invitation. Contact in California: OL. 2-0723 or OL. 5-9358.	TRAVILLA (853 N. LA CIENEGA)	BEVERLY HILLS HOTEL LOS ANGELES, CALIFORNIA
Tuesday May 2 4:00 P.M. Cocktails	PREMIERE: PETITE MISSES KNITWEAR Pannel will introduce their collection of petite misses knitwear. For press and buyers, by invitation. Continuous daily thereafter at show-room, 27th floor. Contact: Miss Evelyn, CH. 4-4131.	PANNEL (1400 BROADWAY)	STORK CLUB 3 EAST 53RD STREET
May 3	OHRBACH'S RELEASE DATE--International Swimsuit Collection (No Show).		
Wednesday May 3- May 13	FIFTH ANNUAL WORLD TRADE FAIR More than 300 exhibits, with products and raw materials from over 60 countries; also women's fashions. Press Preview, Tues., May 2 from 2:00 P.M. - 5:00 P.M. Tickets: \$1.50 (adults); 75¢ (children). Publicity: David Jacobson at United Public Relations, PL. 1-3950.	U.S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
Thursday May 4 3:30 P.M. Champagne	NINTH ANNUAL COTTON FASHION AWARD The Cotton Fashion Award will be presented to Donald Brooks by Mayor Robert F. Wagner. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE
Friday May 5 3:00 P.M.	SPRING AND SUMMER FASHION SHOW Theme: "Making the Scene at 7th Avenue"--fashions from Stern's modeled, coordinated, commentated by students of the Laboratory Inst. of Merchandising. By invitation. Contact: Mrs. Bessie Wing, PL. 2-1530.	LABORATORY INST. OF FASHION MERCHANDISING	WALDORF-ASTORIA SERT ROOM
Monday May 8 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: "COLOR FROM THE OUTSIDE IN" Preview of under-fashions by leading manufacturers of lingerie, foundation garments and negligees, color-coordinated with ready-to-wear. <u>Show at 4:30 P.M.</u> By invitation. Contact: Kay Rickman, OX. 5-1000.	J. P. STEVENS CO. (1460 BROADWAY)	SHERATON-EAST HOTEL BALLROOM
Wednesday May 10 7:00 P.M. Cocktails; Dinner	GALA DINNER DANCE "An Evening With Fragrance"--Gala dinner dance sponsored by The Fragrance Foundation, in conjunction with the Toilet Goods Association Convention (May 9-11). <u>Dinner at 8:00 P.M.</u> Tickets: \$25.00 per person. Contact: Helen Nash Associates, 18 East 60th Street, PL. 9-5980.	THE FRAGRANCE FOUNDATION, INC.	WALDORF-ASTORIA BALLROOM
Wednesday May 10 12:30 P.M. Luncheon	"FASHION SHOW OF THE MONTH" AT LUNCHEON Herbert Sondheim's Spring-Summer collection, designed by Sara Ripault, available at Bonwit Teller. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Herbert Sondheim Publicity: Barbara Kling, PL. 3-1709. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790.	HERBERT SONDHEIM, INC. (530 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 11 12:00 Noon Luncheon	CHILDREN'S FASHIONS AT LUNCHEON MEETING Showing of fashions for children, toddlers and sub-teens. Speakers will be announced. Co-chairmen: Jane Benford and Ruth Fetske. (Note Change Of Date.) Prices: \$8.00, members; \$10.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday May 11 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS DURING LUNCHEON Showing of Jerry Gilden's Spring-Summer collection, available at B. Altman. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Commentator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JERRY GILDEN, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday May 11 2:30 P.M.	ANNUAL FASHION SHOW-- DESIGNS BY STUDENTS Sixty-fifth anniversary celebration and annual presentation by students. Afternoon show, 2:30 P.M.--Tickets: \$2.00. Evening show, 8:30 P.M. -- Tickets: \$3.00 (general admission); \$5.00 (reserved). Contact: Alvin Appel, PL. 9-2214.	PARSONS SCHOOL OF DESIGN	410 EAST 54TH STREET
Sunday May 14 6:30 P.M. Cocktails- Dinner	DINNER-FASHION SHOW FOR FALL, 1961 Formal dinner and fashion show in tribute to American designers, featuring costumes from the N.Y. Couture Group in Du Pont fibers. Preview of trend-setting styles for Fall 1961, presented to retail store executives, buyers and press. Cocktails at 6:30; Dinner at 7:30, followed by show. By invitation only. Trade contact: Margaret Daly, LO. 3-6400, Ext. 494. Press contact: Mabel Henderson, LO. 3-6400, Ext. 303.	DU PONT COMPANY	HOTEL PIERRE BALLROOM
Monday May 15 10:30 A.M.	PREVIEW OF FALL COLLECTION Herbert Sondheim's Fall collection designed by Sara Ripault. By invitation. Daily except Friday, through May 25. By appointment. Contact: LA. 4-7540. Publicity: Barbara Kling, PL. 3-1709.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Monday May 15 10:30 A.M.	OPENING OF FALL COLLECTION Showing at 10:30 A.M., May 15, 17, June 6, 7, 9, 13, 14, 16. By appointment. Contact: WI. 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday May 15 1:15 P.M.	PREVIEW OF FALL DRESS COLLECTION Sylvia Kaplan's Fall dresses and ensembles for daytime and late-day wear. By invitation. Showings thereafter May 18, 22, 24, 31, June 5, 7, 13 at 1:15 P.M. Contact: Miss Fritz, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday May 15 2:30 P.M.	OPENING OF FALL COLLECTION The Maurice Rentner Fall collection, designed by Bill Blass, May 15, 17, 24, 31, June 1, 6, 7, 8, at 2:30 P.M. By reservation. (Press Preview May 18 at 3:00.) By invitation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday May 15 4:00 P.M.	OPENING OF FALL COLLECTION Rosalie Macrini's Fall collection May 15, 23, June 6 at 4:00 P.M. By appointment. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 15 5:00 P.M. Cocktails	PREVIEW: FALL FASHIONS IN U.S. ROYAL FABRICS Leading manufacturers' designs of women's, children's and men's wear in U.S. Royal Fabrics. Showing at 6:00 P.M., for press and buyers. By invitation. Publicity: Shirley Merzon at Robert Kane Advertising, MU. 3-8184. Fashion Director & Commentator: Mia Grau, PL. 5-1127.	U.S. RUBBER CO.- TEXTILE DIVISION	SAVOY HILTON HOTEL GOLD ROOM
Tuesday May 16 9:00 A.M. Breakfast	ANNUAL SUB-TEEN FASHION MERCHANDISING CLINIC Complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade press and merchandisers. Publicity: Pat Di Sernia, American Girl, PL. 1-6900.	AMERICAN GIRL MAGAZINE	SHERATON-ATLANTIC B'WAY & 34TH STREET
Tuesday May 16 10:30 A.M.	OPENING OF FALL COLLECTION Showings at 10:30, May 16, 24, June 6, 7, 8. By appointment. Press, May 22 at 4:00. By invitation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 16 12:00 Noon Luncheon	PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS Showing of Nelly de Grab's back-to-school and Fall collection, for press and buyers. By invitation. Continuous thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Tuesday May 16 12:00 Noon	OPENING OF FALL COLLECTION Showings May 16, 23, 25, June 2, 5, 6, 7, 8, at 12:00 Noon. By appointment. (Press Preview, Thurs., June 1 at 4:00 P.M.) By invitation. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 16 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Fall dress collection. By invitation. Trade showings, May 17, 23, 24, 31, June 1, 6, 7, 8 at 1:00 P.M. Contact: Miss Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 16 1:15 P.M.	OPENING OF FALL COLLECTION Showings Tues., Wed., Thurs., at 1:15 P.M.; Mon. and Fri., by appointment. Contact: Lucille Gordon, LO. 5-2727.	DAVID GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 17 8:45 A.M. Breakfast	CRESLAN FEATURED IN RAINWEAR AND OUTERWEAR American Cyanamid will sponsor a preview of misses and junior rainwear and outerwear for Fall, manufactured by March & Mendl; P.R.L. All-Weather, featuring Sherpa pile of 100% Creslan acrylic fiber. By invitation. Continuous daily thereafter at showrooms, 512 Seventh Avenue. Contact: Marion Cook, LA. 4-7942.	MARCH & MENDEL; P.R.L. ALL-WEATHER	500 CLUB 500 SEVENTH AVENUE
Wednesday May 17 9:30 A.M.	OPENING: FALL DRESS COLLECTION Showings May 17, 24, June 1, 6, 7, 8 at 9:30 A.M. Contact: LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday May 17 1:00 P.M.	OPENING OF FALL COLLECTION By appointment. Contact: PE. 7-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 17 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30 P.M., May 17, 23, June 1, 6. Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR By invitation. Contact:
Wednesday May 17 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30, May 17, 18, 23, 24, June 1, 6, 7, 8, 13, 14. By reservation. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Thursday May 18 8:45 A.M. Breakfast	"YOUNG FASHIONS FOR FALL 1961" Fall fashions for toddlers, girls, pre-teens and boys. By invitation. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL PIERRE GRAND BALLROOM
Thursday May 18 12:00 Noon Luncheon	PREVIEW OF FALL COAT COLLECTION Baitech & Castaldi's Fall coat collection. By invitation. Continuous daily thereafter at showroom. Contact: Abe Betron, LO. 4-6886.	BAITCH & CASTALDI (230 WEST 39TH ST.)	500 CLUB 500 SEVENTH AVENUE
Thursday May 18 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Designed by Anne Klein, Tues., Wed., Thurs., at 1:00. Contact: LO. 4-0462,	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday May 18 2:30 P.M.	SHOWING OF FALL COLLECTION Showings at 2:30, May 18, 23, June 1, 6, 7, 8. <u>Press Preview Fri.</u> <u>May 19 at 9:30 A.M., breakfast.</u> By invitation. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
May 18	MAURICE RENTNER PRESS PREVIEW OF FALL COLLECTION AT 3:00 P.M. (See p.4)		
Thursday May 18 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR Fall collection of shirts, skirts, separates, pants, and knits. For press and buyers, by invitation. Contact: Grace Horton, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
May 19	BRANELL PRESS PREVIEW OF FALL COLLECTION AT 9:30 A.M.-breakfast(See above)		
Friday May 19 12:00 Noon	OPENING OF FALL COLLECTION Alison's collection of misses dresses and costumes, designed by Betty Goodwin, May 19, 24, June 1, 6, 8 at 12:00 Noon. By reservation. Contact: Jean Beck, WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Friday May 19 12:00 Noon Luncheon	PREVIEW: FALL COCKTAIL & CAMEO EVENING FASHIONS; EVENING FASHIONS Preview at 12:00 Noon, followed by luncheon. By invitation. <u>Thereafter</u> <u>at 9:30 A.M., May 23, 24, 25, 31, June 1, 6, 7, 8, 13, 14, 15.</u> Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	FIVE THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Friday May 19 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Thereafter May 23, June 1, 6, 8 at 2:30 P.M. By reser- vation. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED BY SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 22	JANE DERBY'S PRESS PREVIEW OF FALL COLLECTION AT 4:00 P.M. (See p.5)		
Beginning Monday May 22	SHOWING OF BOUTIQUE FALL COLLECTION By appointment. Contact: PL. 3-4464 or PL. 3-3500.	SIMONETTA OF ROME	VIRGINIA KREMENTZ 42 W. 58 ST., RM. 203
Tuesday May 23 10:00 A.M.	OPENING OF FALL COLLECTION Showings at 10:00 A.M., May 23, 24, 25, 31, June 1, 6, 7. By invitation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 23 10:30 A.M.	OPENING OF FALL COLLECTION Gross Sidney's Fall collection of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes, daily at 10:30 A.M., except Friday, until June 22. Contact: George Rappaport, CH. 4-3558.	GROSS-SIDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday May 23 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION By invitation. Showings thereafter May 25, June 1, 6, 8, 13 at 10:00 A.M. By appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 23 11:30 A.M.	PREVIEW OF DRESSES FOR PRESS AND BUYERS Preview of Fall dresses, by invitation. Trade showings at 11:30 A.M., May 24, 25, 31, June 1, 6, 7, 8. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 23 2:30 P.M.	PREVIEW FOR PRESS AND BUYERS By invitation. Only formal showing. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday May 23	OPENING: FUR-LINED COATS AND SUITS Fall-Winter fur-lined coats and suits in misses sizes, Customites and Petite Customites, designed by Betti Belmont. By appointment. Contact: Miss Lee, LO. 5-4632. Publicity: Florence Judson, LO. 5-4652.	STYLE TRENDS	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 24 10:00 A.M.	PREVIEW OF FALL DRESS COLLECTION Preview showing for press and buyers. By invitation. Trade showings at 10:00 A.M., May 25, 31, June 1. Publicity: Betty Yarmon, LO. 4-9194.	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 24 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Arthur Jablow's Fall-Winter collection of coats, suits and ensembles, designed by David Kidd. By invitation. Thereafter, May 26, 29, 31, June 6, 8 at 11:30 A.M. By appointment. Contact: LA. 4-3404. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7874.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 24 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Robert Sloan will present his Fall collection of sportswear and separates, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous thereafter in showroom. Publicity: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN, INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 24	OPENING OF FALL COLLECTION Back-to-school and active sportswear collection, designed by Vicki Cooper. Thereafter, by appointment. Contact: Ceil Maurer, BR. 9-9076.	ULLA	1384 BROADWAY SHOWROOM - 18TH FLOOR
Thursday May 25 11:30 A.M.	PRESS SHOW: FALL COATS AND SUITS Fall coat and suit collection designed by Molly. By invitation. Thereafter June 1, 5, 7, 12, 14 at 10:00 A.M., by appointment. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
Thursday May 25 12:00 Noon Luncheon	FALL AND WINTER LINGERIE COLLECTION Lingerie fashions created for Fall, Winter and Holiday by Rogers. Fashion Show at 12:00 Noon. Luncheon at 12:45 P.M. By invitation. Contact: Linda Handelsman, OX. 5-0910.	ROGERS LINGERIE (500 FIFTH AVENUE)	HOTEL PLAZA BAROQUE SUITE
Thursday May 25 1:15 P.M.	SHOWING OF FALL COLLECTION Showings at 1:15 on May 25, June 1, 6, 7, 8, 9. (Private preview, by invitation, Wed., May 17 at 1:15 P.M.) Contact: Kay McGowan, LO. 5-6453.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 25 3:15 P.M. Cocktails	"BREAKFAST IN THE AFTERNOON" PREVIEW Special afternoon performance for N.Y. retailers, press and trade. By invitation and ticket only. Contact: Julie Buddy, Fashion Director, OX. 5-1200. Breakfast at 7:30 A.M. for out-of-town retailers on May 23, 24, 25, 31, June 1, 2, 5, 6, 7, 8, 9, 12, 13, 14, 15. Ticket contact: Florence Covino, OX. 5-1200.	MILLIKEN WOOLENS, INC.	HOTEL ASTOR GRAND BALLROOM
May 30	MEMORIAL DAY (Tuesday) -- Legal Holiday.		
Wednesday May 31 11:00 A.M.	PRESS PREVIEW: FALL READY-TO-WEAR American-made collection, press preview at 11:00 A.M.; buyer preview at 5:00 P.M. By invitation. Thereafter, trade at 10:00 A.M. June 1, 6, 7, 8, 13, 14. Contact: Leonard Gerber, TE. 8-0750.	BOB BUGNAND, INC.	19 EAST 62ND STREET SAISON
Wednesday May 31 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day"--the new collection, showing at 12:00 Noon, May 31, June 1, 6, 7, 8, 13, 14, 15, followed by luncheon. By invitation. Contact: Helen Gold, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Wednesday May 31 2:00 P.M.	OPENING OF FALL COAT COLLECTION Showings at 2:00 P.M., May 31, June 1, 5, 7, 8. By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday May 31 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for press of Fall coats and suits. By invitation. Showing at 11:30 A.M. June 1, 5, 7, 9, 13, 15. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 31 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION Press preview of Vera Maxwell's Fall collection. showings at 12:00 Noon beginning June 1 and Tues., Wed., Thurs. there- after. By appointment. Contact: Terry Parker, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday June 1 9:30 A.M.	OPENING: FALL COATS AND SUITS Showings June 1, 6, 7, 8, 13, 14, 15 at 9:30 A.M. By appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday June 1 12:00 Noon	OPENING: MOLLIE PARNIS FALL COLLECTION Showings June 1, 2, 6, 7, 8. Contact: Lou Scobell, BR. 9-5012.	PARNIS-LIVINGSTON	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday June 1 2:00 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Quality Furs will present their collection. For press and buyers, by invitation. Thereafter by appointment. Contact: Herman Suskind, CH. 4-7551.	QUALITY FURS, INC.	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday June 1 2:30 P.M.	OPENING OF FALL COLLECTION Showings June 1, 6, 9, 13, 15, 22 at 2:30; and June 21 at 10:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
June 1	ESTEVEZ PRESS PREVIEW OF FALL COLLECTION AT 4:00 P.M. (See p.5.)		
Beginning Thursday June 1	FORTIETH ANNIVERSARY COAT COLLECTION Henry Friedrichs will present the fortieth anniversary Fall coat collec- tion at continuous daily showings. Contact: Alan Baron, PE. 6-8867.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Friday June 2 10:30 A.M.	PREVIEW OF FALL COLLECTION Preview of Fall dresses and ensembles, designed by Walter Gerson. By invitation. Continuous daily beginning June 5. Contact: CH. 4-2270.	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Friday June 2 10:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Showings June 2, 6, 8, 14 at 10:30 A.M. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Friday June 2 11:00 A.M.	OPENING OF FALL COLLECTION Showings June 2, 6, 7, 12, 11:00 A.M. By invitation. Contact: Anita Hoffman, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 2 12:00 Noon Luncheon	PRESS PREVIEW OF FALL FASHIONS Late day, cocktail and formal fashions to press and buyers. By invita- tion. Trade showings at 12:00 Noon (luncheon) June 5 - 9, 12 - 16, 19, 20. By reservation. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday June 5 10:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION The Dee Rainwater "Americana" fur collection designed for Biegeleisen & Schour. By invitation. Contact: LA. 4-5743.	BIEGELEISEN & SCHOUR	333 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 5 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press preview of Sarimi's Fall collection. Buyers' preview at 4:00 P.M. By invitation. Publicity: Maxwell-Latham-Mathews, PL. 3-5556.	SARMI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 5 12:00 Noon Luncheon	TWENTY-SIXTH ANNUAL COLLEGE CLINIC Back-to-school fashions from Mademoiselle's August college issue. Merchandising exhibit and reception 11:00 A.M. Showing from 1:00 P.M. to 2:00 P.M. Tickets: \$10.00, by invitation only. (Special buses Metropolitan Opera, from 11:00 A.M.) Contact: Alice Encke, PL. 9-2080.	MADemoisELLE MAGAZINE (575 MADISON AVENUE)	HOTEL COMMODE GRAND BALLROOM
Monday June 5 1:00 P.M.	OPENING OF FALL COLLECTION Showing at 1:00 P.M., June 5, 6, 7, 12, 13, 14, 20. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday June 5 2:30 P.M.	PREMIERE SHOWING OF FALL-WINTER FURS Introducing the Fall-Winter fur designs by Mirka, created for Couture Furs. For press and buyers, by invitation. Publicity: Terry Seymour, 16 West 55th Street, PL. 7-9170.	COUTURE FURS, INC.	345 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday June 5 3:00 P.M.	FALL PREVIEW OF JUNIOR FASHIONS Fall collection at 3:00 P.M. Continuous thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday June 5	OPENING OF FALL DRESS COLLECTION Continuous showings of Fall dresses and costumes, June 5 through June 16, 10:30 A.M. to 3:30 P.M. Contact: David Rubinstein, CH. 4-3872.	RONA DRESSES, INC.	1400 BROADWAY SHOWROOM - 19TH FLOOR
Beginning Monday June 5	OPENING: SPORTSWEAR COLLECTION FOR FALL Cabana's Fall collection of separates, dresses and sportswear, designed by Pembroke Squires, at continuous daily showings. Contact: WI. 7-0326. Publicity: Maxwell-Latham-Mathews Ltd., PL. 3-5556.	CABANA	1410 BROADWAY SHOWROOM - 17TH FLOOR
Beginning Monday June 5	OPENING: FALL-WINTER JEWELRY COLLECTION Showing of Napier fashion jewelry and boutique gift collection for Fall and Winter. Publicity: Kathleen Mundin, YU. 6-6633.	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Monday June 5	OPENING: FALL-WINTER JEWELRY COLLECTION Trifari's Fall-Winter collection of jewelry at daily showings. By appointment. Publicity: Dorothy Lansing, 165 E. 66th St., RE. 7-3347.	TRIFARI, KRUSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Tuesday June 6 10:30 A.M.	OPENING OF FALL COLLECTION Showings June 6, 7, 8, 13, 14, 15 at 10:30 A.M. By reservation. Contact: Ruth Weber, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

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Tuesday June 6 11:00 A.M.	PRESS PREVIEW: FALL & WINTER FUR COLLECTION Preview of the Revillon Wholesale Fall and Winter fur collection. By invitation only. Thereafter by appointment. Publicity: Bill Paige, 11 West 57th Street, PL. 9-5504.	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 6 12:00 Noon	OPENING OF FALL JUNIOR COLLECTION Junior dresses and separates June 6, 7, 8, 13, 14, 15 at 12:00 Noon. By reservation. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday June 6 12:00 Noon Luncheon	PREVIEW: FALL COUTURE COLLECTION Daytime, cocktail and evening collection for press and buyers. By invitation. Daily thereafter at 12:00 Noon. By appointment. Contact: Joan Baron, CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday June 6 12:30 P.M. Luncheon	TWENTY-FOURTH ANNUAL GRADUATION LUNCHEON Store and fashion executives will greet the graduating class. Alumnae will receive awards. By invitation. Contact: Betty Levine, TR.9-4644.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 6 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing, Wed., June 7 at 10:00 A.M. Thereafter by appointment. Contact: CH. 4-8685. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th Street, PL. 7-0955.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 6 4:00 P.M.	PRESS PREVIEW: FALL DRESS COLLECTION Dan Keller will present his Fall collection of casual dresses and ensembles. For press and buyers, by invitation. Continuous daily showings thereafter. Publicity: Margaret Hodge, 110 West 51st St., LT. 1-3260.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 6 4:30 P.M.	PREVIEW OF FALL COLLECTION Preview for press and buyers, by invitation. Contact: CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Tuesday June 6 7:00 P.M. Cocktails- Dinner	FASHION SHOW AND DINNER FOR BUYERS Semi-annual fashion show will feature Fall and Winter silk fashions by New York and California designers. For retail executives, ready-to-wear and piece goods buyers. By invitation. Contact: Grace Beller, MU. 3-7197. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	HOTEL PIERRE BALLROOM
Wednesday June 7 11:00 A.M.	PRESS PREVIEW: FALL WINTER FUR COLLECTION The James Terence Brady Fall-Winter fur collection, designed for Fantasia, followed by cocktails and luncheon. By invitation. Contact: LA. 4-0330. Publicity: Ruth Hammer Assoc., 2 W. 59, EL. 5-7872.	FANTASIA FURS, INC. (STESSEL, WARE, PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday June 7 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of furs. By invitation. Contact: Louis Brown, AL. 5-3035.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 7 4:00 P.M.	PREVIEW OF FALL COUTURE FASHIONS Mary Black's Fall couture collection. For press and buyers, by invitation. Thereafter by appointment. Contact: Dorothy Smith, PL. 8-2014.	MARY BLACK, INC.	41 WEST 57TH STREET SHOWROOM - 8TH FLOOR
Wednesday June 7 5:00 P.M. Cocktails	FLAIR FASHION SHOW Reception and fashion show to present new Flair fragrance line and Flair-inspired fashions. For merchandise managers, fashion coordinators, cosmetic buyers and press. By invitation. Contact: Mary Chandler, CI. 7-6422; or Florence Losefski, PL. 7-5700.	YARDLEY OF LONDON	HOTEL PIERRE GRAND BALLROOM
Wednesday June 7 8:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Preview for press of Scaasi's Fall collection. By invitation. Contact: Pearl Newman, CI. 6-8226.	SCAASI	26 WEST 56TH STREET SALON
Thursday June 8 10:30 A.M.	PREVIEW: FUR FASHIONS BY CONSTANTINO Fall-Winter fur fashions, designed by Constantino. Fashion Director and Commentator: Mia Grau. By invitation. Contact: PE. 6-6944.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday June 8 3:00 P.M.	PREVIEW: READY-TO-WEAR FUR COLLECTION Press preview of Ritter's ready-to-wear fur collection, followed by cocktails. By invitation. Thereafter at 10:30 and 2:30 at showroom, 14th floor, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	SHERRY NETHERLAND HOTEL CRYSTAL PAVILLON
Thursday June 8 3:30 P.M. Champagne	PREVIEW OF FALL DRESS COLLECTION Dorothy Dickerson will present her Fall dress collection. Showing at 4:15 P.M. By invitation. Thereafter by appointment. Contact: Helene Schembs, EL. 5-0989.	DOROTHY DICKERSON	19 WEST 57TH STREET SALON - 6TH FLOOR
Thursday June 8 4:00 P.M. Cocktails	PREMIERE SHOWING OF JUNIOR FASHIONS First showing by Junior Forum, presenting their Fall collection of junior dresses and ensembles. By invitation. Thereafter in showroom. Contact: Shelly Lebow, IA. 4-9923.	JUNIOR FORUM, INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Thursday June 8 5:15 P.M. Champagne	OPENING OF FALL COLLECTION Showing of daytime and evening Fall collection, designed by Angela. By invitation. Thereafter by appointment. Contact: Miss Rae, JU.2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Friday June 9 10:30 A.M. Champagne	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "Society Collection of Trend-Setting Furs"--showing of Mr. John's Fall-Winter fur collection. By invitation. Publicity: Joe Mann, PL. 7-1966.	MR. JOHN FURS	24 WEST 57TH STREET SALON - 7TH FLOOR
Monday June 12 2:30 P.M.	PREVIEW OF FALL- WINTER FUR COLLECTION Ben Kahn will present his Fall-Winter fur collection to the press and buyers. By invitation. Publicity: Maxwell-Latham-Mathews, PL. 3-5556.	BEN KAHN FURS CORP.	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR

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